



JOLLEY RESIDENCE ELEVATOR CO.
142 ATHERTON DRIVE
NEW ORLEANS 20, LOUISIANA

SHEPARD
HomeLIFT

The Quality Residence Elevator

Before You Buy... Consider Carefully

SHEPARD
HomeLIFT

When you think of an elevator for your home be sure the one you choose will fulfill all requirements the Safety Code provides for your protection.

The new American Standard Safety Code for Private Residence Elevators, sponsored jointly by the American Institute of Architects, the National Bureau of Standards and the American Society of Mechanical Engineers, was published during 1953 in response to requests from insurance companies and municipal authorities in various sections of the United States. It is now rapidly becoming adopted throughout the country as the standard medium for governing the manufacture and installation of all private residence elevators.

We are proud that the Shepard HomeLIFT complies fully with all provisions of the new American Standard Safety Code for Private Residence Elevators.

No Other Home Elevator Offers So Much

Every detail is planned to make the HomeLIFT *the* quality home elevator at reasonable cost. Its quality is evident in, for example, the elevator cab. Selected woods, functional hardware, velvety carpeting . . . all reflect good taste. The HomeLIFT is the finest residence elevator made, yet is available at a cost comparable to that of a popularly priced automobile because it is made on a production basis by nationally known elevator specialists.



THE BRIGHTON

Designed for existing homes, this model requires no enclosure or permanent space on the lower floor. The HomeLIFT Brighton is completely safe. Doors are locked while the car is in motion. The car stops instantly at the slightest touch on the bottom. When not in use, the bottom of the car closes the ceiling opening. Installation is unobtrusive.



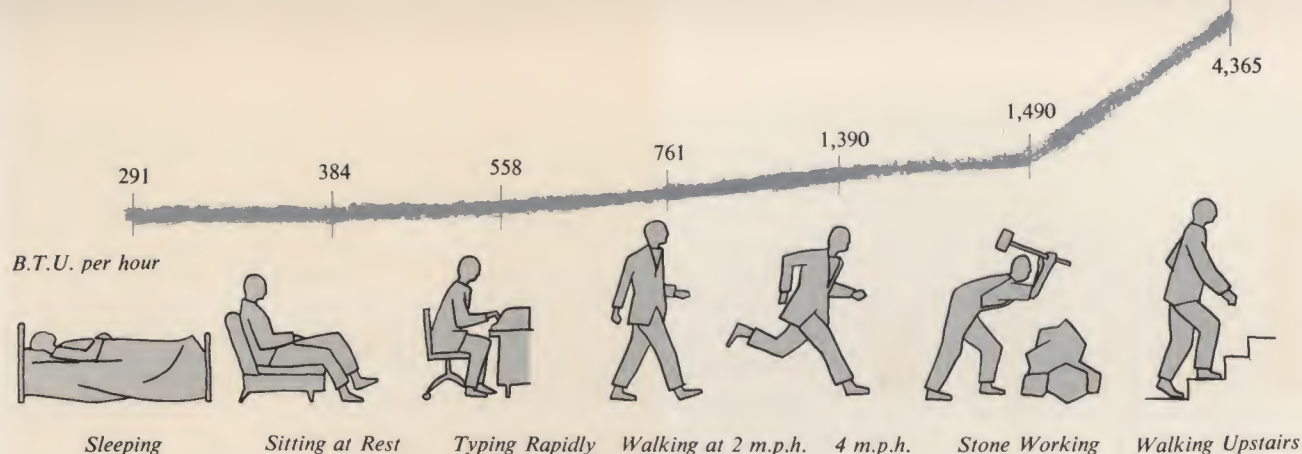
THE OAKLEY

Many home owners select the HomeLIFT Oakley because of its greater capacity and higher speed. It is usually preferred for new homes and is recommended when more than two persons are to be carried or the travel is over 25 feet. Enclosures are provided at each floor, including the lower floor.

Whatever Your Decorative Scheme

The cab and other visible parts of the HomeLIFT can be finished to blend with or match any type of interior appointments. Whether your home is period or modern, the HomeLIFT will harmonize with any furnishings.





No Other Home Convenience Saves You So

Prolongs Life

Needless exertion is often the cause of heart failure which, as shown by the chart, is the leading cause of death among life insurance policy holders. A Shepard HomeLIFT can save every member of the family the frequent and unnecessary exertion of stairclimbing.

Prevents Accidents

The Shepard HomeLIFT returns an added dividend, aside from the convenience and comfort it offers. Insurance company records show that 23% of all accidents in the home are due to falls on stairways. Those using the HomeLIFT are protected from such accidents. Such protection is excellent insurance . . . will more than pay the nominal cost of the HomeLIFT.

Safe for Children

A child can easily and safely operate the HomeLIFT. Momentary pressure buttons located at each floor and inside the car give complete control. There can be no confusion, no misunderstanding. The car will not move unless both floor and car doors are closed.

Stairclimbing Is Work

To illustrate the great energy expended in climbing stairs, the diagram above shows the heat generated by the body in various activities from "resting" to "stairclimbing." Few people realize the effort required in climbing stairs. As examples, stairclimbing requires 158% greater exertion than sawing wood, 110% more than running and 86% more than swimming. Even when physical condition permits stairclimbing, this energy can be saved for other tasks . . . by the use of the Shepard HomeLIFT.

In the Case of Shut-Ins

During any family's lifetime, one or more of the members will be unable to climb stairs, either temporarily or permanently. At such a time, the HomeLIFT is invaluable. The convenience offered by the HomeLIFT may frequently mean more to the shut-in . . . be more beneficial . . . than anything else that can be purchased for any amount of money. The larger sizes of cars accommodate wheel chairs.



The HomeLIFT carries loads up to 350 or 500 lbs. in perfect safety and utmost ease.



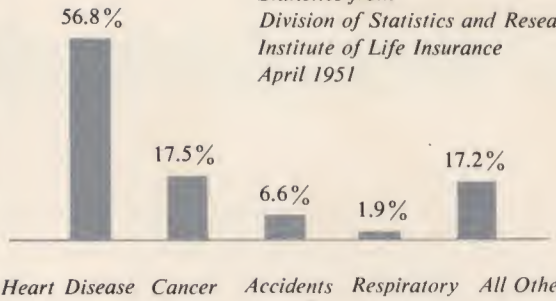
HomeLIFT eases the confinement of the aged or invalids; gives them freedom again.



Moving furniture is so easy with the help of the tireless HomeLIFT.

**Heart Disease Chief Cause
of 1950 Policy Holders Deaths**

*Statistics from
Division of Statistics and Research
Institute of Life Insurance
April 1951*



**Ends
Stairclimbing
Drudgery**

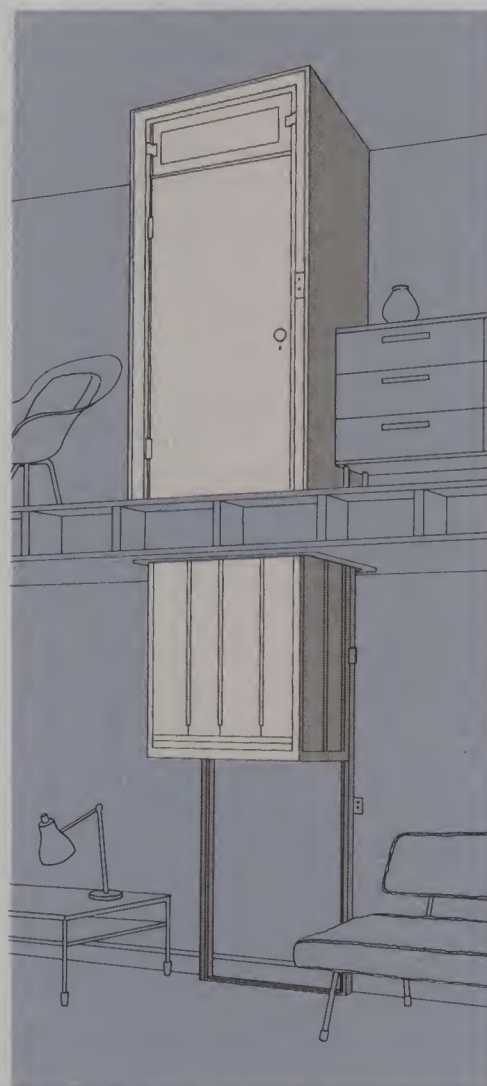
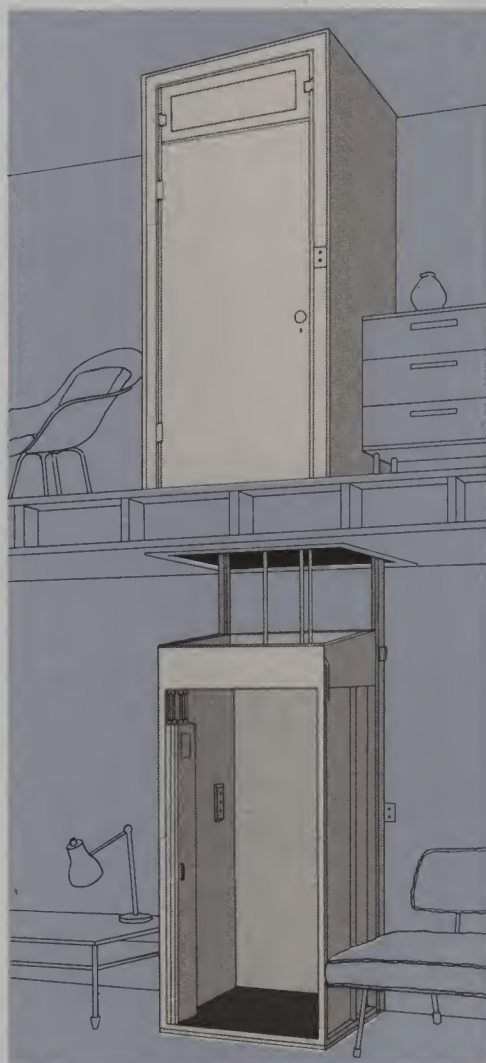
Much Physical Effort





There's a Place in Your Home for the Sho

The sketch (right) is a cut-away view showing both floors of a two-floor Brighton installation. The car is traveling between floors. The car gate and upper floor door are electrically and mechanically locked. A safety device under the car stops it instantly if a person or object is beneath it. The self-supported hoisting engine is located behind the transom. No holes are cut in the ceiling at the top floor. Note how inconspicuous the painted steel guide rails are against the wall.



The sketch (left) is a cut-away view showing the car at the lower floor with the gate open. The upper floor door is locked until arrival of the car permits it to be opened. The car cannot be called or sent until the car gate is closed. Note the two steel roller chains which provide a breaking strength 15 times the weight of the car with a capacity load. No pit is required with the Brighton model as the car platform is only 2" above the floor level.

Shepard HomeLIFT

For Your Existing Home?

It is not difficult to install a Shepard HomeLIFT in a residence already built; the installation can be made quickly in almost any home having two or more floors. No costly remodeling is necessary. A self-supporting steel framework carries the HomeLIFT equipment without strain on any part of the building. Because the HomeLIFT is specifically designed for easy, low-cost installation in practically any type of home, this indispensable servant can be made a part of your home quickly—and for less than you might expect!

Building a New Home?

Discuss the HomeLIFT, a never-tiring mechanical servant, with your architect. In many cases, the convenience of a HomeLIFT costs nothing extra; materials and labor saved by eliminating the main stairway will pay the cost of your Shepard HomeLIFT. Architects realizing the full possibilities of HomeLIFTS for use in new homes have used them to replace the main stairway. Savings have been achieved through reduction in foundation and roof sizes without changes in room dimensions. The resulting savings have balanced the cost of the HomeLIFT. The owners have benefited in having effortless vertical transportation and more uniform heat and sound control between floors. The Oakley model with its higher speed and capacity is recommended for new home installations.

Inspect an Installation

Because there are so many Shepard HomeLIFTS in service throughout the nation there probably is one installed near your home which you may inspect. Your HomeLIFT Representative will gladly arrange to show you how attractive the HomeLIFT is . . . how easily it can put a lift in *your* life!



Prominent Owners of HomeLIFTS

In reviewing our files of several thousand Shepard HomeLIFT owners, we find among them many who have international reputations. Representative of the group are some of the following owners:

*Lady Astor**
Clivedon, England
*Lord Beaverbrook**
Surrey, England and Nassau Bahamas
Walter D. Bellingrath
Mobile, Alabama
Claude K. Boettcher
Denver, Colorado
*The Rt. Hon. Sir Winston Churchill**
Chartwell, England
E. H. Crump
Memphis, Tennessee
Sra. Zosima G. DeGarcia
Manila, Philippines
C. W. Deyo
New Canaan, Connecticut
William E. Douglas
Santa Monica, California
Dr. Paul Lopes de Freitas
Rio de Janeiro, Brazil

A. P. Giannini†
San Mateo, California
Charles Godchaux
New Orleans, Louisiana
Government House
Winnipeg, Canada
Charles S. Howard†
Hillsborough, California
Dr. Robert Hutchins
San Marino, California
Robert Tyre Jones, Jr.
Atlanta, Georgia
R. K. LeBlond†
Cincinnati, Ohio
Fred MacMurray
Brentwood, California
Herbert Marcus
Dallas, Texas
Royce Martin
Lexington, Kentucky

*Duke of Montrose**
Brodict Castle, Scotland
Eugene O'Neill†
Marblehead Neck, Massachusetts
Edmund T. Price
San Diego, California
Mrs. William Cooper Procter†
Cincinnati, Ohio
Reuben B. Robertson
Hendersonville, North Carolina
Admiral Frederick C. Sherman
San Diego, California
Harry F. Sinclair
Pasadena, Cal. and Great Neck, L. I., N. Y.
Frank D. Stranahan
Perrysburg, Ohio
Senator Robert A. Taft†
Washington, D. C.
Sra. Carmen R. G. de Ortiz de la Huerta
Mexico City, Mexico

*Shepard HomeLIFTS manufactured in England under license by Hammond & Champness, Ltd. of London.
†Deceased.

Questions and Answers

Will I have to put in new wiring for the HomeLIFT?
Absolutely not, providing your home is wired for 110 or 220 volts, 60 cycle service.

How much will it cost to operate the HomeLIFT?
You won't even notice the electricity required on your bill. In average use, the cost is only ten to twenty cents per month for power. Practically, the first cost is the last; upkeep on the HomeLIFT is negligible.

Is the HomeLIFT entirely safe?
There can be no doubt on that question! The HomeLIFT is equipped with the latest safety devices. There is no way of catching clothing, fingers or feet. The HomeLIFT will not operate unless all doors are closed . . . doors cannot be opened while it is in motion. Even the car door is fool-proof—a folding door of attractive wood panels, an exclusive Shepard feature.

Is the HomeLIFT trouble-free?
Yes, so much so that although Shepard is a pioneer manufacturer of home elevators, most of the original units are still in daily operation with only routine maintenance.

Can the HomeLIFT be installed in a stairwell?
There are many places a HomeLIFT can be installed, including the stairwell, closet, exterior hatch or side of a room. A Shepard Representative will gladly examine your home and point out possible locations.



The HomeLIFT eliminates stair climbing . . . does other work too! The handy shelf accessory inside the car holds food trays, books and bundles. The car itself will carry laundry, suitcases, trunks and many articles of furniture. You merely press a button . . . HomeLIFT does the work.

SHEPARD

HomeLIFT

Specifications:

Sizes

Model 3030 (Brighton Series only):

30" wide by 30" deep car.

Model 3636: 36" wide by 36" deep car.

Model 3642: 36" wide by 42" deep car.

Model 3648: 36" wide by 48" deep car.

Special Sizes: Model 3036 (Brighton Series only):

30" wide by 36" deep car.

Model 3630: 36" wide by 30" deep car.

Other special depths of 16" to 48".

Capacity and Speed

Brighton Series: 350 lbs., 20 ft. per min.

Oakley Series: 500 lbs., 40 ft. per min.

Car

6'4 $\frac{3}{4}$ " high. Genuine walnut panels. Folding door at front. Carpeted floor. Two walnut finished handrails. Ornamental electric light. Statuary bronze and polished brass hardware. Rigid and substantial steel frame. Travels on four trucks each of which has two Formica wheels on roller bearings. Other Finishes Available—Mahogany or unfinished in prime.

Top Floor Hoistway Entrance

Wood door and trim finished as walnut, mahogany or unfinished in prime. Door—flush, 6'6" high, polished brass hardware. left or right hand. Transom for access to elevator machine and controller.

Hoistway Entrance for Other Floors

Standard construction on Oakley series and extra on Brighton series. Wood door and trim finished as walnut, mahogany or unfinished in prime. Door—flush, polished brass hardware, left or right hand. Steel reinforced door frame with steel extension for fastening to ceiling.

Special Car and Hoistway Door Construction

Brighton Series: Doors at right or left side or rear instead of or in addition to front.

Oakley Series: Doors at right or left side instead of or in addition to front.

Pit

Brighton Series: No pit needed. Car floor stops 2" above bottom floor.

Oakley Series: 8", or an 8" step up.

Standard "Simplomatic" Operation

Car panel has "Up" and "Down" switch, car light switch and emergency stop switch. Landing panels have "Up" and "Down" switch. Momentary pressure of car or landing switch causes car to move in direction pressed and automatically stop at next landing. Direction of car movement can be continued by again pressing switch. Stops are level at all floors (except bottom floor on Brighton Series).

Special "Single Automatic" Operation

Car panel has switch for each floor served, car light switch and emergency stop switch. Landing panels have single switch. Momentary pressure of car or landing switch causes car to start and automatically stop at floor corresponding to switch pressed. Stops are level at all floors (except bottom floor on Brighton Series).

Elevator Machine

Worm geared speed reduction unit, direct drive motor and brake located above hoistway. Sound reducing mountings (Brighton Series). Steel worm and bronze worm gear mounted on four ball bearings. Gears and bearings run in bath of oil or grease. Adjustable brake actuated by direct current from dry type rectifier to insure quietness.

Motor

$\frac{1}{3}$ horsepower, operating from light circuit. Average power, 500 watts. Locked rotor (or stalled) current, 12 amperes at 220 volts, or 24 amperes at 110 volts, which is within Underwriter's Laboratories requirements for 110 volt motors on lighting circuits. Ball bearing. A.C. motor—220 or 110 volts, 60 or 50 cycles, positively reversible, single phase, capacitor (brushless) type. Positive reversal feature permits instant reversal while running at high speed, thus preventing car from running beyond limits should car or landing switch be held in "Down" direction at time car is coming to stop from traveling in "Up" direction or vice versa. Disconnect switch. Thermal overload protection.

Controller

Automatic magnetic reversing switches mechanically and electrically interlocked

having no moving wires to break. Mounted in enclosed steel box.

Supporting Frame

Steel, supporting elevator machine and controller. Bolted to top floor. Supports part of load on top floor.

Hoisting Chains

Brighton Series: Two heavy sprocket chains having breaking strength of over 11,000 pounds and giving high factor of safety. One end of each chain fastened to evenner which is attached to car through safety device, then runs over drive sprocket and other end fastened to machine supporting frame by special link which easily disconnects should machine fail to stop when car reaches bottom floor, thus protecting chain and machine from possible injury. Slack chain from ascending car taken up by loop at back of car.

Hoisting and Counterweight Cables

Oakley Series: Two equalized $\frac{3}{8}$ " steel cables attached to car and counterweight having combined breaking strength of 15,000 lbs. One to one roping.

Counterweight

Oakley Series: Provides additional capacity and speed. Weights run in two U shaped steel guide rails which also support part of load.

Guide Rails

Two, heavy U shaped steel. Support major part of load by bracket fastened to bottom floor. Attached at top and intermediate floors by brackets fastened to headers between floor and ceiling. Clean and dry—no oil or grease to catch dust or soil clothing.

Safety Devices

Car Door: No place to catch or pinch fingers or feet. Provided with electrical and mechanical lock so door cannot be opened when car is between floors and car cannot be operated when door is open. Emergency release makes lock inoperative in case of emergency.

Hoistway Door: Provided with electrical and mechanical lock so door cannot be opened when car is away from floor and car cannot be operated when door is open.

Hoisting Chains or Cables: Positive safety device instantly locks car to guide rails and turns off power in case of failure of any part of hoisting mechanism.

Final Limit Switch: Final limit switch opens main line circuit, applies brake and stops car

if it runs past regular top floor stopping switch. *Safety Platform (Brighton Series):* Underneath car platform. Slight pressure against platform when car is descending automatically shuts off power, applies brake and stops car.

Manual Operation: Hand crank furnished for manual operation of machine in event of power failure.

Overall Dimensions of Hoistway

Model	Width	Depth
Brighton Series		
3030	38 $\frac{7}{8}$ "	40 $\frac{5}{8}$ "
3036	38 $\frac{7}{8}$ "	46 $\frac{5}{8}$ "
3630	44 $\frac{7}{8}$ "	40 $\frac{5}{8}$ "
3636	44 $\frac{7}{8}$ "	46 $\frac{5}{8}$ "
3642	44 $\frac{7}{8}$ "	52 $\frac{5}{8}$ "
3648	44 $\frac{7}{8}$ "	58 $\frac{5}{8}$ "
Oakley Series		
3630	44 $\frac{7}{8}$ "	43 $\frac{5}{8}$ "
3636	44 $\frac{7}{8}$ "	49 $\frac{5}{8}$ "
3642	44 $\frac{7}{8}$ "	55 $\frac{5}{8}$ "
3648	44 $\frac{7}{8}$ "	61 $\frac{5}{8}$ "

Accessories

Wheel Chairs: Special sizes with rubber tires and ball bearings for Models 3636 and 3642.

Car Folding Seat: 16" wide by 8" deep.

Car Hinged Shelf: Car width by 14" deep, for trays of food, books or bundles.

Ramp (Brighton Series): Movable wood ramp for lower floor.

Guaranty

One year against defective material and workmanship except when equipment has been installed incorrectly, abused or operated at greater than its rated capacity.





power unit operates on ordinary house current and is enclosed in a streamlined housing underneath the seat. The Shepard EscalIFT is easy and quick to install in any home already built. It is safe, automatic, and quiet in operation. The chair has a spacious Kalistron covered seat with 2" thick cushion. Operation is by "Up" and "Down" switch at each landing and on one chair armrest. A special catalogue on the Shepard EscalIFT, with complete information, is available.

Where installation of a Shepard HomeLIFT is not feasible or when the least expensive floor to floor travel installation is desired a Shepard EscalIFT is recommended. The Shepard EscalIFT can be installed on either side of a staircase. When not in use the seat can be folded, thus offering no obstruction to normal stairway use. The



East Tennessee Tuberculosis Hospital, Knoxville



Admiral Apartments, Los Angeles



Times Star Building, Cincinnati



United States Mint, San Francisco

Elevators

Exclusively...

When you purchase a Shepard HomeLIFT or EscaLIFT, you command the vast experience accumulated by Shepard Engineers, "specialists in vertical transportation." Over many years, Shepard has designed, manufactured and installed elevators and lifts of all kinds; geared and gearless types ranging from slow to fast, low capacity to high capacity, for the tallest office buildings and the busiest industrial plants . . . dumb-waiters for every service . . . RamLIFT oil-hydraulic elevators and lifts.

The Shepard Elevator Company

Cincinnati 9, Ohio



East Tennessee Tuberculosis Hospital, Knoxville



Admiral Apartments, Los Angeles



United States Mint, San Francisco



Cincinnati 9, Ohio

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The Shepard Elevator Company